



The Business Case for Change

**Industry Day Event
July 31, 2014**





Welcome!



- We look forward to a dialogue today. You will have the opportunity to post questions throughout the presentation. We will post a summary of the questions and answers after this event.
- You can download this deck by selecting it under “Files” and clicking “Download File(s)” any time during this presentation.
- We will also be posting this deck and other related documents in the near future to the Interact site
- You can always contact us at IAEoutreach@gsa.gov



Today's Presenters



- **Karen Kopf, Deputy Assistant Commissioner, IAE**
- **Judith Zawatsky, Director, Outreach and Stakeholder Management, IAE**



Agenda



- **Introduction & IAE Refresher**
 - IAE Mission & Vision
 - IAE Today & Tomorrow
 - IAE Architectural Principles
- **The Case for Change**
 - Business Drivers for Change
 - Improving PMO Operations
 - IAE and Data
 - Business Value & User Focus
 - Transparency



IAE Mission



IAE supports a common, secure business environment which facilitates and supports cost-effective acquisition of, and payment for, goods and services; effective management of Federal acquisition and assistance awards; and consistent transparency into Federal acquisition and assistance awards



IAE Vision



The largest and most complex of the E-Government initiatives, IAE works on behalf of the acquisition and financial assistance communities to save money, be more efficient, reduce burdens on the communities we serve, and improve Federal award management

IAE employs agile business processes in order to:

- Drive continuous innovation and improvement**
- Serve as active and engaged stewards of federal award data**
- Enable collaboration across the federal government**
- Protect the quality and integrity of the data**



IAE Today



- **Governance structure**
 - IAE is governed by the Acquisition Committee for E-Government (ACE) within the CAO Council, the Financial Assistance Committee for E-Government (FACE), and the Procurement Committee for E-Government (PCE)
 - IAE is co-led by FAS and OCIO within GSA
 - IAE Change Control Board makes decisions for proposed change requests that affect IAE systems
- **Scope of the IAE environment**
 - Contains information about more than 450,000 entities
 - Tracks more than \$976B from 3.3M transactions
 - 1.8M entity management records for 450,000+ registered businesses
 - 15M+ hits/searches per day on SAM

Current IAE Environment

1. SAM Integrated Four Systems

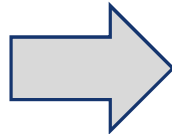
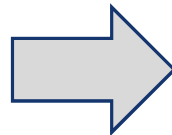
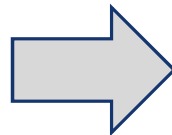
- CCR
- ORCA
- EPLS
- FedReg

2. Past Performance Systems

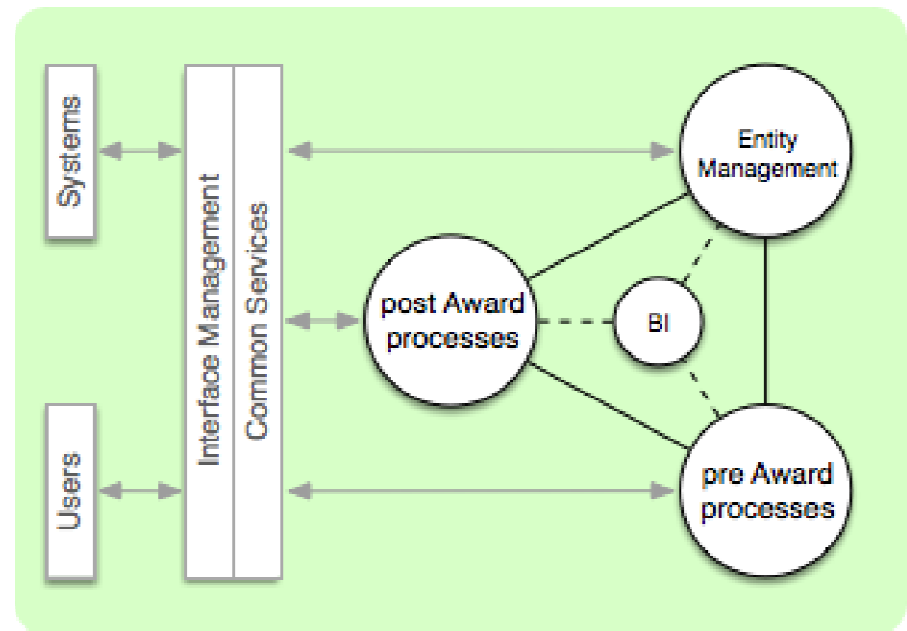
- PPIRS
- CPARS
- FAPIIS

3. Other Systems

- eSRS
- FSRs
- FedBizOpps
- FPDS-NG
- CFDA
- WDOL



Future IAE Environment



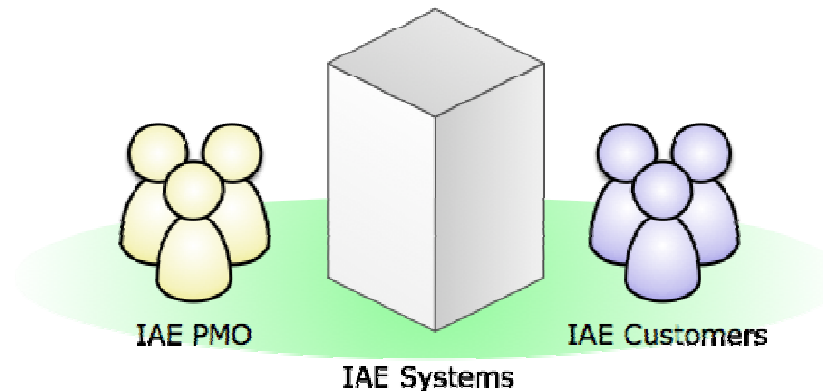


IAE Architectural Principles



- **Be open**
- **Treat data as an asset**
- **Use continuous improvement to drive innovation**
- **Provide an effective user experience for all stakeholders**
- **Business transactions must be time- and cost-measurable**
- **Treat security as foundational**
- **Build value over maintaining status quo**

These principles are a technical response to the business drivers that affect the IAE program and the stakeholders we serve



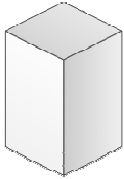
IAE PMO *All the governance groups, project managers, security teams, developers, help desk and other people who work to build and support the IAE Systems.*

IAE Systems (the product) *All the technical components that make up the IAE system including websites, hosting, tape backups and data.*

IAE Customers *All the people and non-IAE systems that use the IAE system to support their business processes. Examples include Congress, taxpayers, contractors looking for opportunities, individuals/organizations looking for grants, and Contracting Officers recording contract actions.*



Business Drivers for Change



IAE Systems

Drivers for the IAE 'product'

- Open Data continues to be a priority as detailed in the *Open Data Executive Order* (May 2013) which built on The President's *Memorandum on Transparency and Open Government* (January 2009)
- OMB leadership with initiatives such as CloudFirst (2011) and ShareFirst (2012) changed expectations of what IT should be
- The Second Open Government National Action Plan (2013) sets out new goals for transparency in federal spending
- Expectations about UI have changed



IAE Customers

In the demands of our customers

- Our customers face the same demands for transparency and efficiency as the IAE PMO
- Policy changes must become less time consuming and expensive

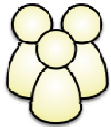


Drivers for changing how the IAE PMO runs

- All our stakeholders – from Congress to agencies to taxpayers - demand a more open, transparent and collaborative approach in how we run IAE
- Agile and Cloud technologies allow us to build new capabilities, but at the same time require new ways of operating the PMO, new skills for our team and brings new opportunities to objectively evaluate PMO and contractor performance
- Federal budgets environment requires constant improvements in efficiency



Improving PMO Operations



IAE PMO

By re-imagining our internal processes

- We fully embrace the Agile transformation that is going on within the Federal government. Agile software development is influencing all our processes from interaction with governance teams to procurement activities

By investing in our people

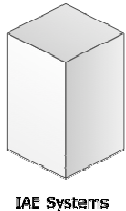
- We are transforming our workforce; bringing the best experience to the Federal government by exposing our teams to the most forward-thinking ideas around Agile and cloud computing - the two primary drivers of technological efficiency today

By establishing objective measures of performance

- We are establishing a protocol that will allow us to measure the cost of each business transaction that we support. Knowing the cost - both the absolute and relative cost - is essential for prioritizing improvement activities
- We are taking deliberate steps to reduce the cycle time between requirement identification and deployment. We are establishing metrics that will allow us to objectively measure performance within and across multiple contracts and teams



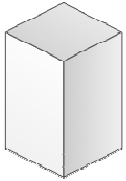
IAE is All About the Data



Our data comes from two sources:

- **From business processes we support directly such as the posting of opportunities or sub-award reporting**
- **Collecting and aggregating information from multiple external sources, such as collecting contract actions from multiple agencies and distributing centrally through FPDS**

IAE is improving the quality of this data and making it easier to access. This addresses both the Open Data policies requirements and the transparency needs of our customers.



IAE Systems

Improving Data Governance is a priority:

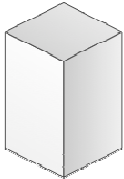
- Data is an asset and it needs to be managed as such
- IAE is the steward of the data not owners and we have a responsibility to manage it effectively

But Data Governance is not enough:

- The data needs to be high quality, understandable *and* accessible
- We are focused on improving stakeholder understanding of what the data means
- Our product strategy will provide expanded and more flexible mechanisms for accessing the underlying data

Our Transparency Initiative is:

- Mitigating technical and program risk
- Ensuring data quality
- Allowing customers to build on the data



IAE Systems

IAE routinely receives requests from Congress, agency leadership, and OMB for program data. To improve this process we are:

- Leveraging our data governance work to accelerate the standardization of data across the government, and in the process making IAE data more understandable
- Using data standardization work to advance the incremental improvements in quality already achieved
- Building a new self-service data warehouse, reducing or removing the need for custom data calls
- Using our Transparency Initiative to provide everyone with the tools to manipulate the data at will
- Developing new options for downloading, extracting and querying data through our SOA implementation

Result: In the future it will become faster and cheaper to respond to data calls while achieving the same, or better, quality



We have moved the program away from building the ‘perfect’ system to solving the business problems of our customers. To do this we are:

- **Focusing on gaining a better understanding of stakeholder community and where there are competing and conflicting needs**
- **Aligning the program more fully with the business needs of our customers**

As the PMO seeks business value for our customers it affects all aspects of the program

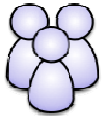


To improve the systems that we build we have adopted a User Experience (UX) technique that defines *User Personas*

- User Personas help us understand the motivation of the people who interact with IAE systems
- Examining the motivation allows us to move away from the ‘what’ of building the system to the ‘why’ of solving users’ problems

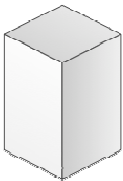


The next generation of IAE user interfaces will benefit from this refocusing.



IAE Customers

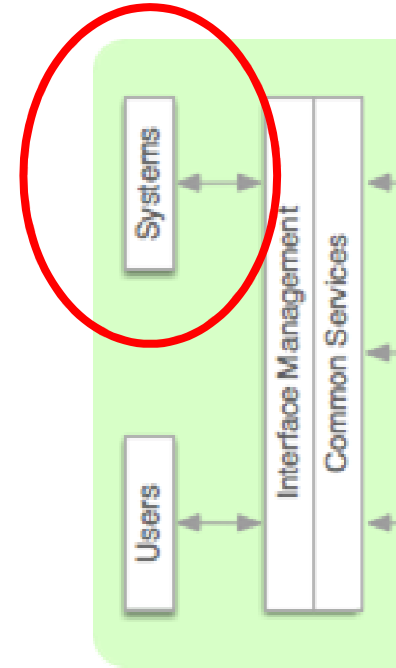
Traditionally IAE has been a provider of systems that all our customers must use. This has led to the program equating *customers* with *users*.



IAE Systems

But with a focus on business value rather than systems:

- We are putting in place a technical environment that will allow anyone (with appropriate approvals) to provide a user interface to the business transactions that IAE supports
- In the future there could be multiple providers of both the read and write transactions that IAE supports



IAE is becoming a provider of business transactions as well as a provider of systems.



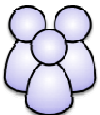
“Transparency promotes accountability and provides information for citizens about what their Government is doing.”

Presidential Memorandum for the Heads of Executive
Departments and Agencies, SUBJECT: Transparency and Open Government



IAE PMO

- **Transparency for the IAE PMO**
 - We seek to be completely open about the status of IAE systems and the development process that builds them
 - Clear definition of the cost of the business transactions



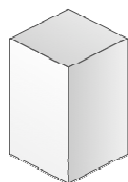
IAE Customers

- **Transparency for IAE's customers**
 - Improve access to opportunities for contractors
 - Improve taxpayer access to data
 - Facilitate new analyses of the data through higher quality data and tools

Transparency ensures that Congress and taxpayers can understand and hold the IAE PMO - and more broadly all government programs - accountable for the spending of tax dollars.



Case Study: SAM API



IAE Systems

GSA.gov/Developers



SAM API

Build your own tools using our API to access SAM public data about vendors, grantees and others doing business with the federal government.

Overview

API basics

API calls

Field reference

Feedback

Overview

The SAM API is a RESTful method of retrieving public information about the businesses or individuals (referred to as "entities") within the SAM data set. The information can currently be retrieved on an entity-by-entity basis. The initial SAM API release was introduced in June 2014 and allowed users of the API to retrieve publicly available entity data. The next iteration of the API, planned for fall 2014, will provide the ability to search SAM entity data.

In addition to the entity information, we also provide status and progress information. This is allowing us to build our SAM Status Tracker. The status refers to the status of the entity's registration - whether they are working on their registration, waiting for a validation from the IRS or the DoD (CAGE), or are active, for example. The progress is most relevant for those who are working on their registration; it indicates whether a user has finished filling out different sections of their registrations, as well as the progress of their validations with external organizations such as the IRS or DoD. This should indicate how far along in the process a user is in completing the work they need to do in order to successfully be registered in SAM.

GET STARTED

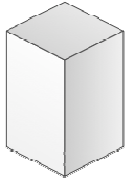
We organized this site into four major areas.

- [API basics](#) introduces you to the operations offered by the API.
- [API calls](#) gives you a hands-on experience of those operations with an interactive

http://gsa.github.io/sam_api/sam/



Case Study: SAM API



IAE Systems

The SAM API Pilot provides a new way to access SAM data that is not tied to the SAM User Interface.



IAE PMO

This Pilot is:



IAE Customers

- **A first step in developing a new access methodologies for SAM data**
- **Provides taxpayers a model of how IAE will develop and present APIs in the future**
- **Provides the IAE PMO with experience in iterative, Agile development**



Next Industry Meeting



Stay Tuned!

**Information on the next
Industry Day will be available
shortly - keep checking in with
the IAE industry community on
Interact for details**



How You Can Contribute



- View this presentation and past Industry Day content on the [IAE Industry Community](#) on interact.gsa.gov
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